

Marymoor Park Welcomes Corteo!

King County Parks — Partnership for Parks Initiative



Since 2002 Parks has been empowered to engage in 'good-government' initiatives and embrace non-traditional ways of doing business. Partnerships between King County Parks, corporations, non-profits & entities such as Cirque du Soleil create much needed revenue to ensure parks remain clean, safe and open – even during tight fiscal times.





Corporate partnerships bring new revenue for operations & maintenance that ensures our parks remain open to the public.

All King County Parks enterprise projects are developed in close collaboration with private partners and are geared to be mutually beneficial – meet supporters' goals and parks' mission to promote healthy lifestyles, sustainable parks and innovative collaborations.

Cirque du Soleil brought Varekai to King County's Marymoor Park in May of 2006. With it came \$550,000 in revenue to help support the maintenance and operations of King County Parks and millions of dollars of economic development to Redmond and nearby businesses. In 2006, Fifty-three performances brought in over 130,000 visitors to Marymoor Park making it the Cirque's most successful show on their West Coast tour.

The Seattle Times

Cirque du Soleil returning to Redmond next year

By Misha Berson Seattle Times theat

Keeping to its plan of visiting the Seattle area about once every two years with a different attraction, the

The Seattle Times

Redmond, county reap benefits from Cirque du Soleil

While there has been plenty of praise for Cirque du Soleil's show in Marymoor Park over the past five weeks, local establishments are also applauding the economic impact the show has had on

Just days after "Varekai" — Cirque's latest world of magical forests, volcanor The Scattle Times creatures - was spirited away, restaurants and stores said the circus crowc

amount of business since it set up its tent at the King County park in early Il Cirque goes beyond the saturation point

Initial estimates show gross revenues for the event came in at \$550,000 for til Seatle Times theater critidepartment, far surpassing the department projection of \$400,000. Parking, a In its relentless campaign to achieve total up the majority at \$350,000. The rest was a user fee the county charged Cirt world domination of the spectacle market

Cirque du Soleil has just added a new

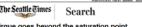
The event was the park's most successful in terms of revenue, and Marymog touring show to its arsenal of a dozen other moneymaking park, said parks administrator Tom Teigen.

With roughly \$100,000 in expenses, Teigen estimated a net profit of \$450,00 new audio

The money will go to the cou for Marymoor

At Pomegranate Bistro acros owner Lisa Dupar said about : the bistro's diners for the past been Cirque-goers who stopp after the 4 p.m. show or before

"We started laughing after a fe called it the 'Cirque rush,' " I



traveling and sit-down productions

which came to KeyArena for a two-night ru



nmy up tall trees, soar on waxed feather

wings and literally hoist themselves forward

by their hand straps are set to invade

this operation. But somehow it boils down to roughly 90

collages achieved in the "Bridge of Sorrow" number, With ears to sweep across the broad stage and the screens, an gorical sea, arms wave up from the briny deep, while u

s, including a white dress with an epic skirt that serves as ical feats (with silver hula hoops, hand-balancing routine



"Varekal" artists take flight in these sparing number

t offered such popular attractions as "Alegria."



"Corteo" | April 24, 2008!

"Cortege" in Italian, is a joyous procession, a festive parade imagined by a clown. The show brings together the passion of the actor with the grace and power of the acrobat to plunge the audience into a theatrical world of fun, comedy and spontaneity situated in a mysterious space between heaven and earth.

"What a wonderful experience! This show took your breath away! The performers were EXCEPTIONAL and the music made you feel as though you were really part of this aweinspiring fantasy."

- Marija

King County Parks & Redmond Town Center





- o Cross-Promotion
- Parking "receipts" handed by a Parks employee to driver (~40,000 vehicles)
- o On-site Redmond Town Center concierge
- o Hors d'oeuvre specials from participating RTC restaurants (receipt coupon)

Corteo Performances



Cirque du Soleil opens April 24
For performance availability, visit
www.cirquedusoleil.com
Group booking available for groups
larger than 25 people

Please confirm exact dates on Web site
Tue - Thu (8pm curtain)
Fri - Sat (4pm curtain)
(8pm curtain)
Sunday (1pm curtain)
(5pm curtain)



"Corteo" Events at Marymoor Park

Fundraising ~ Social Event ~ Corporate



- o Block tickets sit with friends, clients or colleagues
- o Cross promotions
- o No hassle evening with the Cirque Du Soleil
- o Limited engagement
- o Unique fundraising opportunity turn-key event followed by Cirque performance
- Corporate meetings team building, host clients& investors, sales presentations

The Historic Clise Mansion at Marymoor Park



- o Built in 1904 as a hunting lodge
- o Registered historic landmark
- o 28 room mansion
- o Includes: Great Room, Library, Veranda, Reception Room, Billiard Room, gardens, meadow, gazebo, & brick courtyard.

The Historic Clise Mansion at Marymoor Park



- o Turn-key event tents, tables, decorations, music, etc.
- o Wi-fi network
- o Audio-visual equipment available
- o Access to park amenities
- Choose from 10 select caterers Hors D'oeuvres, Dinner, Dessert, Buffet,
 Luncheon, Beer, Wine, Champagne

Clise Mansion Capacity



Seated Rounds

One room: 80-100 people Full mansion: 200 people

Indoor/outdoor: up to 800 people

Mix & Mingle

Full mansion: up to 400 people Indoor/outdoor: up to 2000 people

Eben Elliott | <u>ebene@esmeetings.com</u>

Other Partnership Needs?

- ✓ Corteo graphics customized for your partnership
- ✓ Block tickets
- ✓ Ticket promotion giveaways
- ✓ Streaming video and photos
- ✓ Cirque artist/performers for large events
- ✓ Costume displays for shopping malls
- ✓ Fliers, posters, CDroms
- ✓ Other?

Cirque du Soleil, Marketing Manager | <u>Marie-Eve.Dufour@cirquedusoleil.com</u> Corporate & Group Sales, "Tapis Rouge" VIP lounge | <u>emilie.laberge@cirquedusoleil.com</u>

